


**AREA MANAGEMENT EVALUATION
PUBLIC REACTION**

CHP 453H (Rev. 5-06) OPI 009

AREA LACC	DIVISION Southern	NUMBER 514
EVALUATED BY PSDSII S. Simmons / Sgt. S. Shenian		DATE 01/10/2008

INSTRUCTIONS: Indicate items reviewed by placing a check in the "Evaluated" box and/or the "Action Required" box. If this form is used as a Correction Report, the "Correction" box should be initialed and dated as deficiencies are corrected. Answer individual items with "yes" or "no" answers, or fill in the blanks as indicated. If additional comments are necessary, the information can be placed on the CHP 454, Area Management Evaluation Supplement. The Supplement should include significant findings, accomplishments or corrective actions, unresolved items, problems or progress, and the evaluator's overall impressions. This form can be completed in pen or pencil, and the Supplement can be handwritten if desired.

TYPE OF EVALUATION <input type="checkbox"/> Formal Evaluation <input checked="" type="checkbox"/> Informal Evaluation		SUSPENSE DATE	
FOLLOW-UP REQUIRED <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No		BY	DATE
<input type="checkbox"/> Correction Report		COMMANDER'S REVIEW 	1/14/2008
1. COMMUNITY OPINION		EVALUATED 01/14/08	ACTION REQUIRED No
		CORRECTED	

a. How does the community as a whole feel about the Department? The Department recently relocated to our new facility in May 2007 and have received very positive feedback from the community

(1) Do all sectors of the community have the same opinion? ☒ Yes ☐ No

b. Has good rapport been established with leaders within the community? ☒ Yes ☐ No

c. Do people believe the Department represents their best interests? ☒ Yes ☐ No

d. Does the Department have the reputation of impartially enforcing laws? ☒ Yes ☐ No

e. Do people in the community feel the Department is doing a good job? ☒ Yes ☐ No

How does the reputation of the Department compare with other agencies in the area? The Department is held in high esteem as well as the local agencies.

THE OFFICER AND PUBLIC CONTACTS	EVALUATED 01/14/08	ACTION REQUIRED No	CORRECTED
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a. What procedures have been established to handle positive and/or negative comments by pleased/displeased motorists? Policy & Procedures as outlined in HPM 10*4, as well as administrative and field follow-up procedures.

(1) What is the ratio of compliments to complaints? Overwhelmingly compliments to complaints - 10:1

(2) Does it appear officers are making successful public contacts? ☒ Yes ☐ No

(3) Is recognition given to the complimented officers? ☒ Yes ☐ No

(a) How? CHP 2, Letters of appreciation, Division Chief's award

(4) Has an effort been made to determine why some officers are more successful at positive public contacts? ☒ Yes ☐ No

(5) Are officers with patterns of complaints provided with corrective training and direction? ☒ Yes ☐ No

b. Based on information from the public appearing at the Area office to clear citations, what is the general opinion of Area officers?

N/A

(1) What is the opinion of the public appearing at court regarding Area officers?

Limited court contact; however, no negative comments received.

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(2) What, if any, other methods are utilized to determine public opinion of Area officers?

Workgroups with public, contacts in community and tours of new facility.

3. NEWS MEDIA	EVALUATED	ACTION REQUIRED	CORRECTED
	01/14/08	No	

a. Have guidelines been established to foster harmonious relations with the new media? ☒ Yes ☐ No

(1) Does the media treat the Department favorably? ☒ Yes ☐ No

(2) Are media representatives satisfied with their relationship with the Department? ☒ Yes ☐ No

(a) Has good rapport been established between Area personnel and the media? ☒ Yes ☐ No

(3) Have personnel emphasized the Strategic Plan goals when possible and applicable? ☒ Yes ☐ No

b. Have procedures been established for the routine dissemination of accident/incident information? ☒ Yes ☐ No

(1) Is "Code 20" or a similar device used for more spectacular incidents? ☒ Yes ☐ No

(a) How are other kinds of news information disseminated to the media?

TMC; committees; joint working groups

c. Are there specially prepared and coordinated programs to handle specific traffic problems? ☒ Yes ☐ No

(1) Are multi-lingual programs emphasized? ☒ Yes ☐ No

(2) Are public affairs press releases distributed to the public in a timely manner? ☒ Yes ☐ No

(3) Is there adequate media involvement at local Area events? ☒ Yes ☐ No

d. How are releases produced by headquarters distributed?

Through TMC via Division PAO.

(1) Is there follow-up to ensure releases are received in a timely manner, and meet the needs of the media? ☒ Yes ☐ No

(2) Who is responsible to monitor the media for items concerning the Department?

TMC Sergeant and on-duty TMC officer

(a) Are significant items sent to headquarters? ☒ Yes ☐ No

(3) Are harmonious relations established and maintained with the media by the PAO? ☒ Yes ☐ No

(4) Are strategic goals emphasized at PAO/TMC activities? ☒ Yes ☐ No

SCHOOLS	EVALUATED	ACTION REQUIRED	CORRECTED
	N/A		

a. Has the commander identified problems that should be resolved through the public affairs program? ☐ Yes ☐ No

(1) Who supervises the program? ☐ Yes ☐ No

(2) Is preplanning evident in the school program? ☐ Yes ☐ No

(3) Is the program designed and directed toward the solution of specific problems? ☐ Yes ☐ No

(4) Are activities discussed and planned with school administrators? ☐ Yes ☐ No

(5) Has the program been approved by the commander? ☐ Yes ☐ No

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(6) Does the program follow departmental priorities?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
(7) Are all grade levels included?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
(8) How is the success of the program measured?		
(9) Is it successful?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
(10) Are activities coordinated in conjunction with Division recruitment efforts?	<input type="checkbox"/> Yes	<input type="checkbox"/> No

5. PUBLIC AFFAIRS PROGRAM

EVALUATED
1/14/2008

ACTION REQUIRED
No

CORRECTED

a. Has the commander identified problems that should be resolved through the Public Affairs Program?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(1) Does the Public Affairs Program reach all appropriate groups within the community?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(2) Are ethnic groups' problems considered?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(3) Are bilingual officers utilized?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(4) Is the current Strategic Plan emphasized when and where appropriate?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
b. Does the commander keep the PAO fully briefed on current situations which may be newsworthy?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(1) Does the PAO report directly to the commander on public affairs matters?	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
(2) Does the PAO concentrate most of his/her efforts toward strategic goals other departmental concerns?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(3) Does the PAO review the Strategic Plan quarterly?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(4) What action does the commander initiate when the goals of the Strategic Plan are not adequately addressed?		
The Commander will speak at briefings and re-advise all employees of the goals of the Strategic Plan and the necessary means to achieve them. A briefing item will also be distributed to all employees.		
(5) Is the PAO addressing issues assigned to him/her in a timely manner?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
c. Is the commander involved in public contacts?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(1) Is membership maintained in a service club, safety council, etc.?	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
(2) Does the commander accept regular speaking engagements, or are these delegated to subordinates?		
The Commander as well as subordinates accept regular speaking engagements. Depending upon the event, the Commander and a subordinate involved in the event will attend. The Commander recently spoke to the candidates during the dispatcher test.		
(a) If experience is lacking, is the commander doing anything to correct this?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
(3) Are supervisors involved in the community?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(a) Do they make public appearances?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(b) Is training provided for those who lack experience?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(4) Are all supervisors aware of strategic goals and the approach the public affairs program has taken towards them?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(a) Are action steps being addressed in a timely manner?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No

Are all employees encouraged to understand and participate in public affairs programs?

☒ Yes

☐ No

(1) Are employees given appropriate recognition for their involvement in community activities which enhance the image of the Department?

☒ Yes

☐ No

(2) Are employees aware of the Department's Mentor Program as described in Management Memorandum 05-013, California Highway Patrol Youth Mentor Program?

☒ Yes

☐ No

Both TMC and FSP units regularly speak with Community groups concerning everyday operations, traffic management and DUI & Safety Programs.

5b. (1) The Area PAO reports directly to a Public Safety Dispatch Supervisor II (PSDSII), who in turns informs and updates the Commander on upcoming events.

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AREA 590	DIVISION Southern	NUMBER 590
EVALUATED BY D. Young, #13774		DATE 12/18/2007

INSTRUCTIONS: Indicate items reviewed by placing a check in the "Evaluated" box and/or the "Action Required" box. If this form is used as a Correction Report, the "Correction" box should be initialed and dated as deficiencies are corrected. Answer individual items with "yes" or "no" answers, or fill in the blanks as indicated. If additional comments are necessary, the information can be placed on the CHP 454, Area Management Evaluation Supplement. The Supplement should include significant findings, accomplishments or corrective actions, unresolved items, problems or progress, and the evaluator's overall impressions. This form can be completed in pen or pencil, and the Supplement can be handwritten if desired.

TYPE OF EVALUATION <input type="checkbox"/> Formal Evaluation <input checked="" type="checkbox"/> Informal Evaluation		SUSPENSE DATE 01/15/2008	
FOLLOW-UP REQUIRED <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No		<input type="checkbox"/> Correction Report BY _____ C. Beard, #14021	DATE 01/15/2008
1. COMMUNITY OPINION		EVALUATED D. Young	ACTION REQUIRED CORRECTED

a. How does the community as a whole feel about the Department? The community is supportive of the Department's missions and goals. Officers are perceived as professional and courteous.

(1) Do all sectors of the community have the same opinion? ☒ Yes ☐ No

b. Has good rapport been established with leaders within the community? ☒ Yes ☐ No

c. Do people believe the Department represents their best interests? ☒ Yes ☐ No

d. Does the Department have the reputation of impartially enforcing laws? ☒ Yes ☐ No

e. Do people in the community feel the Department is doing a good job? ☒ Yes ☐ No

How does the reputation of the Department compare with other agencies in the area? The Department is well respected within the law enforcement community as well as the public.

2. THE OFFICER AND PUBLIC CONTACTS	EVALUATED D. Young	ACTION REQUIRED	CORRECTED
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a. What procedures have been established to handle positive and/or negative comments by pleased/displeased motorists? Please refer to attachment.

(1) What is the ratio of compliments to complaints? There is no procedure in place to track compliments.

(2) Does it appear officers are making successful public contacts? ☒ Yes ☐ No

(3) Is recognition given to the complimented officers? ☒ Yes ☐ No

(a) How? Please refer to attachment.

(4) Has an effort been made to determine why some officers are more successful at positive public contacts? ☒ Yes ☐ No

(5) Are officers with patterns of complaints provided with corrective training and direction? ☒ Yes ☐ No

b. Based on information from the public appearing at the Area office to clear citations, what is the general opinion of Area officers?

The public's overall opinion of officers is positive. The officers are viewed as professional, respectful and courteous.

(1) What is the opinion of the public appearing at court regarding Area officers? The public's overall opinion of officers is professional, respectful and courteous.

(2) What, if any, other methods are utilized to determine public opinion of Area officers?

Complaint trends.

3. NEWS MEDIA	EVALUATED D. Young	ACTION REQUIRED	CORRECTED
a. Have guidelines been established to foster harmonious relations with the new media?			<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
(1) Does the media treat the Department favorably?			<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
(2) Are media representatives satisfied with their relationship with the Department?			<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
(a) Has good rapport been established between Area personnel and the media?			<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
(3) Have personnel emphasized the Strategic Plan goals when possible and applicable?			<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
b. Have procedures been established for the routine dissemination of accident/incident information?			<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
(1) Is "Code 20" or a similar device used for more spectacular incidents?			<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
(a) How are other kinds of news information disseminated to the media?		CHP 288 (press release), new conference, SIG Alert, Traffic Advisory	
c. Are there specially prepared and coordinated programs to handle specific traffic problems?			<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
(1) Are multi-lingual programs emphasized?			<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
(2) Are public affairs press releases distributed to the public in a timely manner?			<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
(3) Is there adequate media involvement at local Area events?			<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
d. How are releases produced by headquarters distributed?		Headquarters news releases are distributed through Southern Division and Area PAOs.	
(1) Is there follow-up to ensure releases are received in a timely manner, and meet the needs of the media?			<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
(2) Who is responsible to monitor the media for items concerning the Department?		The Area PAO and Southern Division Public Affairs Unit is responsible for monitoring the media for items concerning the Department.	
(a) Are significant items sent to headquarters?			<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
(3) Are harmonious relations established and maintained with the media by the PAO?			<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
(4) Are strategic goals emphasized at PAO/TMC activities?			<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
4. SCHOOLS	EVALUATED D. Young	ACTION REQUIRED	CORRECTED
a. Has the commander identified problems that should be resolved through the public affairs program?			<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
(1) Who supervises the program?			<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
(2) Is preplanning evident in the school program?			<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
(3) Is the program designed and directed toward the solution of specific problems?			<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
(4) Are activities discussed and planned with school administrators?			<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
(5) Has the program been approved by the commander?			<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No

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(6) Does the program follow departmental priorities?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(7) Are all grade levels included?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(8) How is the success of the program measured?	The success of the school program is measured by the number of presentations completed and school feedback of school administrators.	
(9) Is it successful?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(10) Are activities coordinated in conjunction with Division recruitment efforts?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No

5. PUBLIC AFFAIRS PROGRAM

	EVALUATED D. Young	ACTION REQUIRED	CORRECTED
a. Has the commander identified problems that should be resolved through the Public Affairs Program?			<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
(1) Does the Public Affairs Program reach all appropriate groups within the community?			<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
(2) Are ethnic groups' problems considered?			<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
(3) Are bilingual officers utilized?			<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
(4) Is the current Strategic Plan emphasized when and where appropriate?			<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
b. Does the commander keep the PAO fully briefed on current situations which may be newsworthy?			<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
(1) Does the PAO report directly to the commander on public affairs matters?			<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
(2) Does the PAO concentrate most of his/her efforts toward strategic goals other departmental concerns?			<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
(3) Does the PAO review the Strategic Plan quarterly?			<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
(4) What action does the commander initiate when the goals of the Strategic Plan are not adequately addressed?			The Commander addresses any deficiencies in the operation and has Lieutenants and Sergeants implement any required changes.
(5) Is the PAO addressing issues assigned to him/her in a timely manner?			<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
c. Is the commander involved in public contacts?			<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
(1) Is membership maintained in a service club, safety council, etc.?			<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
(2) Does the commander accept regular speaking engagements, or are these delegated to subordinates?			The Commander accepts regular speaking engagements. When the commander is unavailable the responsibility is delegated to Lieutenants.
(a) If experience is lacking, is the commander doing anything to correct this?			<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
(3) Are supervisors involved in the community?			<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
(a) Do they make public appearances?			<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
(b) Is training provided for those who lack experience?			<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
(4) Are all supervisors aware of strategic goals and the approach the public affairs program has taken towards them?			<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
(a) Are action steps being addressed in a timely manner?			<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No

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Are all employees encouraged to understand and participate in public affairs programs?

☒ Yes☐ No

(1) Are employees given appropriate recognition for their involvement in community activities which enhance the image of the Department?

☒ Yes☐ No


(2) Are employees aware of the Department's Mentor Program as described in Management Memorandum 05-013, California Highway Patrol Youth Mentor Program?

☒ Yes☐ No

Department of California Highway Patrol
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Area 541 <i>CIF</i>	Division Southern	Number <i>541</i>
Evaluated By R. L. Strong, #12202		Date 1/8/08

INSTRUCTIONS: Indicate items reviewed by placing a check in the "Evaluated" box and/or the "Action Required" box. If this form is used as a Correction Report, the "Correction" box should be initialed and dated as deficiencies are corrected. Answer individual items with "yes" or "no" answers, or fill in the blanks as indicated. If additional comments are necessary, the information can be placed in the Summary Statement. The Summary Statement should include significant findings, accomplishments or corrective actions, unresolved items, problems or progress, and the evaluator's overall impressions. This form can be completed in pen or pencil, and the Summary can be handwritten if desired.

Type of Evaluation <input type="checkbox"/> Formal <input checked="" type="checkbox"/> Informal		Suspense Date	
Follow-up Required <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	<input type="checkbox"/> Correction Report by _____	 Commander's Review	<i>1-13-08</i> Date
1. COMMUNITY OPINION		Evaluated <input checked="" type="checkbox"/>	Action Required <input type="checkbox"/>
		Corrected <input type="checkbox"/>	

a. How does the community as a whole feel about the Department?

(1) Do all sectors of the community have the same opinion?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
b. Has good rapport been established with leaders within the community?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
c. Do people believe the Department represents their best interests?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
d. Does the Department have the reputation of impartial enforcement of laws?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
e. Do people in the community feel the Department is doing a good job?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
f. How does the reputation of the Department compare with other agencies in the area?	

2. THE OFFICER AND PUBLIC CONTACTS	Evaluated <input checked="" type="checkbox"/>	Action Required <input type="checkbox"/>	Corrected <input type="checkbox"/>
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a. What procedures have been established to handle positive and/or negative comments by pleased/displeased motorists?

(1) What is the ratio of compliments to complaints?	
(2) Does it appear officers are making successful public contacts?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
(3) Is recognition given to the complimented officers?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
(a) How?	
(4) Has an effort been made to determine why some officers are more successful at positive public contacts?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
(5) Are officers with patterns of complaints given corrective training and direction?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No

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b. Based on information from the public appearing at the Area office to clear citations, what is the general opinion of Area officers?

Refer to narrative.

(1) What is the opinion of the public appearing at Court regarding Area officers?

(2) What, if any, other methods are utilized to determine public opinion of Area officers?

3. NEWS MEDIA

Evaluated



Action Required



Corrected



a. Have guidelines been established to foster harmonious relations with the media? ☒ Yes ☐ No

(1) Does the media treat the Department favorably? ☒ Yes ☐ No

(2) Are media representatives satisfied with their relationship with the Department? ☒ Yes ☐ No

(a) Has good rapport been established between Area personnel and the media? ☒ Yes ☐ No

(3) Have Area personnel emphasized CMP goals when possible and applicable? ☒ Yes ☐ No

b. Procedures established for the dissemination of accident/incident information? ☒ Yes ☐ No

(1) Is "Code 20" or a similar device used for more spectacular incidents? ☒ Yes ☐ No

(a) How are other kinds of news information disseminated to the media?

c. Are there special programs to handle specific traffic problems? ☐ Yes ☐ No

(1) Are multi-lingual programs emphasized? ☐ Yes ☐ No

(2) Are Public Affairs press releases distributed to the public in a timely manner? ☐ Yes ☐ No

(3) Is there adequate media involvement at local Area events? ☐ Yes ☐ No

d. How are releases produced by headquarters distributed?

N/A

(1) Is there follow-up to ensure releases are received in a timely manner, and meet the needs of the media? ☐ Yes ☐ No

(2) Who is responsible to monitor the media for items concerning the Department?

Refer to narrative.

(a) Are significant items sent to headquarters? ☒ Yes ☐ No

(3) Do harmonious relations exist between the media and the PAO? ☐ Yes ☐ No

(4) Are CMP goals emphasized at PAO/TMC activities? ☐ Yes ☐ No

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4. SCHOOLS	Evaluated <input checked="" type="checkbox"/>	Action Required <input type="checkbox"/>	Corrected <input type="checkbox"/>
a. Is the program for schools specific to the needs of the Area?			<input type="checkbox"/> Yes <input type="checkbox"/> No
(1) Who supervises the program?			
(2) Is preplanning evident in the school program?			<input type="checkbox"/> Yes <input type="checkbox"/> No
(3) Is the program designed and directed toward the solution of specific problems?			<input type="checkbox"/> Yes <input type="checkbox"/> No
(4) Are activities discussed and planned with school administrators?			<input type="checkbox"/> Yes <input type="checkbox"/> No
(5) Has the program been approved by the commander?			<input type="checkbox"/> Yes <input type="checkbox"/> No
(6) Does the program follow departmental priorities?			<input type="checkbox"/> Yes <input type="checkbox"/> No
(7) Are all grades included?			<input type="checkbox"/> Yes <input type="checkbox"/> No
(8) How is the success of the program measured?			
(9) Is it successful?			<input type="checkbox"/> Yes <input type="checkbox"/> No
(10) Are activities coordinated in conjunction with Division recruitment efforts?			<input type="checkbox"/> Yes <input type="checkbox"/> No
5. PUBLIC AFFAIRS PROGRAM	Evaluated <input checked="" type="checkbox"/>	Action Required <input type="checkbox"/>	Corrected <input type="checkbox"/>
a. Has the commander identified problems that should be resolved through the Public Affairs Program?			<input type="checkbox"/> Yes <input type="checkbox"/> No
(1) Does the Public Affairs Program reach all groups within the community?			<input type="checkbox"/> Yes <input type="checkbox"/> No
(2) Are ethnic groups problems considered?			<input type="checkbox"/> Yes <input type="checkbox"/> No
(3) Are bilingual officers utilized?			<input type="checkbox"/> Yes <input type="checkbox"/> No
(4) Is the current CMP emphasized when and where appropriate?			<input type="checkbox"/> Yes <input type="checkbox"/> No
b. Does the commander keep the PAO fully briefed on current situations which may be newsworthy?			<input type="checkbox"/> Yes <input type="checkbox"/> No
(1) Does the PAO report directly to the commander on public affairs matters?			<input type="checkbox"/> Yes <input type="checkbox"/> No
(2) Does the PAO concentrate most of his/her efforts toward CMP goals and other departmental concerns?			<input type="checkbox"/> Yes <input type="checkbox"/> No
(3) Does the PAO review the CMP quarterly?			<input type="checkbox"/> Yes <input type="checkbox"/> No
(4) What action does the commander initiate when the goals of the CMP are not adequately addressed?			
(5) Is the PAO addressing issues assigned to him/her in a timely manner?			<input type="checkbox"/> Yes <input type="checkbox"/> No
c. Is the commander involved in public contacts?			<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
(1) Is membership maintained in a service club, safety council, etc.?			<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No

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(2) Does the commander accept regular speaking engagements, or are these delegated to subordinates?

(a) If experience is lacking, is the commander doing anything to correct this? ☐ Yes ☐ No

(3) Are supervisors involved in the community? ☒ Yes ☐ No

(a) Do they make public appearances? ☐ Yes ☒ No

(b) Is training provided for those who lack experience? ☐ Yes ☐ No

(4) Are all supervisors aware of CMP goals and the approach the public affairs program has taken towards them? ☐ Yes ☐ No

(a) Are action steps being addressed in a timely manner? ☐ Yes ☐ No

d. Are all employees encouraged to participate in public affairs programs? ☒ Yes ☐ No

(1) Are employees given appropriate recognition for their involvement in community activities which enhance the image of the Department? ☒ Yes ☐ No


COMMENTS Refer to attached narrative.

**AREA MANAGEMENT EVALUATION
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CHP 453H (Rev. 5-06) OPI 009

AREA 525	DIVISION Southern	NUMBER 525-08-
EVALUATED BY Capt. William G. Siegl		DATE 01/14/2008

INSTRUCTIONS: Indicate items reviewed by placing a check in the "Evaluated" box and/or the "Action Required" box. If this form is used as a Correction Report, the "Correction" box should be initialed and dated as deficiencies are corrected. Answer individual items with "yes" or "no" answers, or fill in the blanks as indicated. If additional comments are necessary, the information can be placed on the CHP 454, Area Management Evaluation Supplement. The Supplement should include significant findings, accomplishments or corrective actions, unresolved items, problems or progress, and the evaluator's overall impressions. This form can be completed in pen or pencil, and the Supplement can be handwritten if desired.

TYPE OF EVALUATION <input type="checkbox"/> Formal Evaluation <input checked="" type="checkbox"/> Informal Evaluation		SUSPENSE DATE	
FOLLOW-UP REQUIRED <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No		<input type="checkbox"/> Correction Report BY	COMMANDER'S REVIEW  DATE 1/15/08
1. COMMUNITY OPINION		EVALUATED 01/14/2008	ACTION REQUIRED YES 5 b. (3) CORRECTED YES

a. How does the community as a whole feel about the Department? See attached narrative.

- | | | |
|---|---|-----------------------------|
| (1) Do all sectors of the community have the same opinion? | <input checked="" type="checkbox"/> Yes | <input type="checkbox"/> No |
| b. Has good rapport been established with leaders within the community? | <input checked="" type="checkbox"/> Yes | <input type="checkbox"/> No |
| c. Do people believe the Department represents their best interests? | <input checked="" type="checkbox"/> Yes | <input type="checkbox"/> No |
| d. Does the Department have the reputation of impartially enforcing laws? | <input checked="" type="checkbox"/> Yes | <input type="checkbox"/> No |
| e. Do people in the community feel the Department is doing a good job? | <input checked="" type="checkbox"/> Yes | <input type="checkbox"/> No |

How does the reputation of the Department compare with other agencies in the area? See attached narrative.

2. THE OFFICER AND PUBLIC CONTACTS

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a. What procedures have been established to handle positive and/or negative comments by pleased/displeased motorists? See attached narrative.

- | | |
|---|---|
| (1) What is the ratio of compliments to complaints? (Approximately 3 positive comments to every one complaint.) | |
| (2) Does it appear officers are making successful public contacts? | <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No |
| (3) Is recognition given to the complimented officers? | <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No |
| (a) How? | |
| (4) Has an effort been made to determine why some officers are more successful at positive public contacts? | <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No |
| (5) Are officers with patterns of complaints provided with corrective training and direction? | <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No |

b. Based on information from the public appearing at the Area office to clear citations, what is the general opinion of Area officers? See attached narrative.

(1) What is the opinion of the public appearing at court regarding Area officers? See attached narrative.

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(2) What, if any, other methods are utilized to determine public opinion of Area officers?

See attached narrative.

3. NEWS MEDIA

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ACTION REQUIRED

CORRECTED

a. Have guidelines been established to foster harmonious relations with the new media?

☒ Yes ☐ No

(1) Does the media treat the Department favorably?

☒ Yes ☐ No

(2) Are media representatives satisfied with their relationship with the Department?

☒ Yes ☐ No

(a) Has good rapport been established between Area personnel and the media?

☒ Yes ☐ No

(3) Have personnel emphasized the Strategic Plan goals when possible and applicable?

☒ Yes ☐ No

b. Have procedures been established for the routine dissemination of accident/incident information?

☒ Yes ☐ No

(1) Is "Code 20" or a similar device used for more spectacular incidents?

☒ Yes ☐ No

(a) How are other kinds of news information disseminated to the media?

See attached narrative.

c. Are there specially prepared and coordinated programs to handle specific traffic problems?

☒ Yes ☐ No

(1) Are multi-lingual programs emphasized?

☒ Yes ☐ No

(2) Are public affairs press releases distributed to the public in a timely manner?

☒ Yes ☐ No

(3) Is there adequate media involvement at local Area events?

☒ Yes ☐ No

d. How are releases produced by headquarters distributed?

See attached narrative.

(1) Is there follow-up to ensure releases are received in a timely manner, and meet the needs of the media?

☒ Yes ☐ No

(2) Who is responsible to monitor the media for items concerning the Department?

See attached narrative.

(a) Are significant items sent to headquarters?

☒ Yes ☐ No

(3) Are harmonious relations established and maintained with the media by the PAO?

☒ Yes ☐ No

(4) Are strategic goals emphasized at PAO/TMC activities?

☒ Yes ☐ No

4. SCHOOLS

EVALUATED
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ACTION REQUIRED

CORRECTED

a. Has the commander identified problems that should be resolved through the public affairs program?

☒ Yes ☐ No

(1) Who supervises the program?

☒ Yes ☐ No

(2) Is preplanning evident in the school program?

☒ Yes ☐ No

(3) Is the program designed and directed toward the solution of specific problems?

☒ Yes ☐ No

(4) Are activities discussed and planned with school administrators?

☒ Yes ☐ No

(5) Has the program been approved by the commander?

☒ Yes ☐ No

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(6) Does the program follow departmental priorities? ☒ Yes ☐ No

(7) Are all grade levels included? ☒ Yes ☐ No

(8) How is the success of the program measured? See attached narrative.

(9) Is it successful? ☒ Yes ☐ No

(10) Are activities coordinated in conjunction with Division recruitment efforts? ☒ Yes ☐ No

5. PUBLIC AFFAIRS PROGRAM

EVALUATED
01/14/2008

ACTION REQUIRED

CORRECTED

a. Has the commander identified problems that should be resolved through the Public Affairs Program? ☒ Yes ☐ No

(1) Does the Public Affairs Program reach all appropriate groups within the community? ☒ Yes ☐ No

(2) Are ethnic groups' problems considered? ☒ Yes ☐ No

(3) Are bilingual officers utilized? ☒ Yes ☐ No

(4) Is the current Strategic Plan emphasized when and where appropriate? ☒ Yes ☐ No

b. Does the commander keep the PAO fully briefed on current situations which may be newsworthy? ☒ Yes ☐ No

(1) Does the PAO report directly to the commander on public affairs matters? ☒ Yes ☐ No

(2) Does the PAO concentrate most of his/her efforts toward strategic goals other departmental concerns? ☒ Yes ☐ No

(3) Does the PAO review the Strategic Plan quarterly? ☐ Yes ☒ No

(4) What action does the commander initiate when the goals of the Strategic Plan are not adequately addressed? See attached narrative.

(5) Is the PAO addressing issues assigned to him/her in a timely manner? ☒ Yes ☐ No

c. Is the commander involved in public contacts? ☒ Yes ☐ No

(1) Is membership maintained in a service club, safety council, etc.? ☒ Yes ☐ No

(2) Does the commander accept regular speaking engagements, or are these delegated to subordinates? See attached narrative.

(a) If experience is lacking, is the commander doing anything to correct this? ☒ Yes ☐ No

(3) Are supervisors involved in the community? ☒ Yes ☐ No

(a) Do they make public appearances? ☒ Yes ☐ No

(b) Is training provided for those who lack experience? ☒ Yes ☐ No

(4) Are all supervisors aware of strategic goals and the approach the public affairs program has taken towards them? ☒ Yes ☐ No

(a) Are action steps being addressed in a timely manner? ☒ Yes ☐ No

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Are all employees encouraged to understand and participate in public affairs programs?

☒ Yes

☐ No

(1) Are employees given appropriate recognition for their involvement in community activities which enhance the image of the Department?

☒ Yes

☐ No

(2) Are employees aware of the Department's Mentor Program as described in Management Memorandum 05-013, California Highway Patrol Youth Mentor Program?

☒ Yes

☐ No

1. COMMUNITY OPINION.

The bordering communities are extremely supportive of the Department. The Area services the unincorporated county communities and is involved in numerous community events and public affairs presentations throughout. Often the CHP is the most visible at the events.

2. THE OFFICER AND PUBLIC CONTACTS.

Positive verbal comments are provided to employees and documented on their respective 100 forms. Commendable letters are forwarded to the affected employee for review and acknowledgment, then included in the individual's personnel file. In addition, an acknowledgment letter is sent to the commending party thanking them for taking the time to recognize the performance of a Department employee. Negative comments are evaluated by the receiving manager/supervisor and discussed with the involved employee. When appropriate, a Citizens' Complaint Investigation is initiated. All letters of commendation are reviewed and acknowledged by the commander, appropriate lieutenant, and shift sergeant. Letters containing a beneficial message or example are selected to be read during briefings.

A services an extremely demographically diversified community and has an abundance of public contacts in the front office. Overall, despite the heavy volume (i.e., citation clearance, report purchase, etc.) the public is supportive and the general opinion of the officers appears to be positive. The same applies for the various courts in the area where the majority of CHP cases are heard. The majority of the officers are well-respected in courts and any concerns or issues are promptly resolved by the commander and supervising district attorney. In addition to the aforementioned, complaint trends are monitored, supervisors have ongoing communications relative to employee performance/concerns, and public contacts at community events are utilized to evaluate public perception.

3. NEWS MEDIA.

Area will often use press releases to disseminate information working closely with local newspapers. Area will frequently coordinate with the Southern Division Public Affairs Unit regarding the release of sensitive information or information with statewide implications. The Traffic Management Center (TMC) is provided with copies of CHP288 and press releases after hours and on weekends. General Headquarters press releases are distributed by the Area Public Affairs Officer. The Area PAO is responsible for monitoring the media for items of Department concern and bring those to the attention of the commander.

4. SCHOOLS.

The Public Affairs Officer report directly to the Area commander. The Community Help Program Officers report directly to Sergeant

Calez. There are numerous schools of various grade levels located within the Baldwin Park Area; all within the county of Los Angeles.

Area partners with the Los Angeles Sheriffs Department in providing traffic safety education and has provided input in specific programs such as Impact:California High School Seat Belt Campaign, Right Turn Middle School Program, and Senior Safe and Mobile. During 2007 Area

ducted (80) traffic safety, driving under the influence, defensive driving, recruitment, and law enforcement career presentations at various schools, and events. Area will continue to evaluate the success of the programs while exploring opportunities to participate in other beneficial school programs.

5. PUBLIC AFFAIRS PROGRAM.

The Area Public Affairs Officer and Community Help Program Officers work closely with the Area commander to address Strategic plan goals and related Area objectives. This has resulted in a comprehensive Community Out reach program frequently utilizing Area resources. If Strategic Plan goals are not adequately addressed, the affected programs are re-evaluated and resources redirected as needed. For example, with the Department focus on child restraint compliance the Area will focus on educating the public and various child safety seat and community events.

The commander accepts regular speaking engagements and personally appears at key events throughout the area. In total, Area personnel are involved in approximately 200 public affairs events/presentations annually. In the past year we have also began fostering relationships with local city officials in order to enhance our position within the community for the continued success of the programs that benefit the public.

Action Required: The PAO has not been reviewing the Strategic Plan quarterly reports.

Corrective Action Taken: The PAO and Community Help Program Officers will now receive a copy of all Strategic Plan quarterly reports.